

**AGENDA ITEM IV – A**

**YUBA-SUTTER TRANSIT AUTHORITY  
MEETING MINUTES  
JUNE 16, 2016**

**I. Call to Order & Roll Call**

Director Samayoa called the meeting to order at 4:00 p.m.

Present: Cleveland, Didbal (Vice-Chair), Fletcher, Griego, Samayoa (Chair), Sullenger, Whiteaker and Whitmore

Absent: None

**II. Public Business from the Floor**

None

**III. Consent Calendar**

Director Whiteaker made a motion to approve the consent calendar. Director Sullenger seconded the motion and it carried unanimously.

**IV. Reports**

**A. Transportation Development Act (TDA) Claim for FY 2016/2017.**

Martin stated that the adopted FY 2016/17 budget included Transportation Development Act (TDA) funding including \$2,491,500 in Local Transportation Fund (LTF) revenue along with another \$760,000 in State Transit Assistance (STA) revenues. All of the LTF funding will be used for operating expenses while \$488,900 in STA revenue will be used for operating assistance with the balance earmarked for capital expenses. Martin noted that Yuba-Sutter Transit is the direct claimant for STA funds for both Wheatland and Live Oak in addition to those of the four member jurisdictions. Wheatland will be drawing down the last of their fund balance by the end of the fiscal year and Live Oak will do so until around the middle of the next fiscal year. Staff will be discussing this situation with both of these cities in the near future. Staff is recommending the adoption of Resolution No. 11-16 authorizing the submittal of the FY 2016/2017 TDA claim as proposed.

Director Whiteaker made a motion to adopt Resolution No. 11-16 authorizing the submittal of the FY 2016/17 TDA claim as proposed. Director Cleveland seconded the motion and it carried unanimously.

**B. City of Fairfield Joint Procurement Memorandum of Understanding (MOU).**

Martin stated that the Board authorized staff in September 2015 to work with the City of Fairfield on a joint procurement for the replacement of commuter buses. Since that time, this effort has expanded to include El Dorado County Transit and staff is now seeking Board approval of the

attached three-party MOU. Martin added that all the necessary funding for this purchase has been secured by Yuba-Sutter Transit.

Director Whiteaker made a motion to authorize the execution of a joint procurement MOU with the City of Fairfield for the opportunity to purchase replacement commuter buses as proposed. Director Griego seconded the motion and it carried unanimously.

C. **Marketing & Community Outreach Strategy Report.**

Martin introduced Yuba-Sutter Transit's Planning Program Manager, Matt Mauk, to present this item. Mauk stated that this item is being presented to obtain feedback from the Board regarding planned marketing efforts for FY 2016/17 and beyond. Mauk noted that staff has envisioned it as a three phase process. He then continued to discuss each phase before asking for input.

Director Whiteaker asked if Yuba-Sutter Transit has marketing personnel and, if not, are there funds to hire someone to do that and target certain groups like seniors. Martin stated that Matt Mauk serves as both the Marketing and Planning Program Manager and that there is no designated marketing staff, but that hiring a specific marketing person may be an outcome of the process.

Director Cleveland asked if Yuba College has a marketing class that could be utilized. Martin noted that this type of thing can be done, but that staff has not reached out to Yuba College as a possible resource. Director Samayoa added that if Yuba College does not have a marketing class, students could still be utilized to do the initial gathering of information. Regarding marketing to seniors, Director Cleveland inquired of counsel if it might be possible to glean information from the voting rolls. Legal Counsel Brant Bordsen stated that he does not believe you could use voting rolls, but that there is other data out there that can be used. Martin stated that marketing firms have the data to target certain groups.

Director Fletcher agreed with Director Whiteaker regarding obtaining professional marketing assistance stating that he would be willing to volunteer if the Board is looking for an ad hoc committee on the matter.

Director Samayoa stated that he would like to see how Yuba-Sutter Transit can expand ridership demographics and asked if the routes or times might change if the data that is gathered reveals that ridership would increase. Martin noted that it is a lot easier to understand who is riding the bus than it is understand who is not riding the bus, why they are not riding the bus and what it would take to get them to ride the bus. Martin noted the first step is to find out what is going on now and where the holes are before we take the next jump. Director Samayoa then asked to confirm that we are first looking at expanding our current ridership market rather than developing or going after a new market. Martin confirmed that this is the case especially since our current market already includes our local fixed route passengers who are significantly different from commuter, Dial-A-Ride and rural route passengers.

Director Fletcher left the meeting at 4:30 pm

#### **D. Projects & Program Updates.**

1. North Beale Transit Center Enhancement Project

Martin stated that all the concrete work is complete and that the new, larger shelters have been ordered. They should be arriving in about ten weeks for immediate installation.

2. Connect Card Electronic Fare Card System

Martin stated that there is no update on the schedule for Connect Card implementation.

3. Bogue Park & Ride Video Surveillance Project

Martin noted that staff is still waiting for equipment installation.

4. FY 2016 Low Carbon Transit Operations Program (LCTOP) Project Approval

Martin stated that staff has received funding for bus stop enhancements in various locations including the updating of our bus stop signage.

5. Allyn Scott Youth and Community Center Reciprocal Parking Agreement

Martin stated that the agreement has been executed and will be recorded on the deeds of both properties. Martin added that staff is waiting on State bond funding for the lighting upgrades in the shared parking area.

6. Yuba College Summer Shuttle Service

Martin stated that this service began on Monday, June 13<sup>th</sup> and that it will provide two round trips a day Monday through Thursday for six weeks this summer. Ridership has been modest for the first three days of the service with around seven boarding's a day.

#### **V. Correspondence/Information**

None.

#### **VI. Other Business**

None

#### **VII. Adjournment**

The meeting was adjourned at 4:33 p.m.

**The next meeting of the Yuba-Sutter Transit Authority is scheduled for 4:00 p.m. on Thursday, July 21, 2016 in the Yuba County Board of Supervisors Chambers**